

## Volunteer & Advocacy

Volunteers provide valuable assistance to CSS, putting in more than 18,872 hours, which translates into a savings to CSS of over **\$369,214**. The number of *Meals on Wheels* routes was reduced from **21** to **20** due to the closing of Dorsey Manor senior housing in Marietta. The number of new Volunteers added in 2009 was **96**. Collectively these volunteers have driven **84,000** unreimbursed miles.

Senior Citizen Council, with a membership of **3,800**, hosted the 2009 *Cobb Senior Idol* and published the Senior Resource Directory. They also distributed over **5,000** Vials of Life and Medical Information Files. These items provide important personal medical information in the event of a situation in which the senior is unable to communicate with emergency personnel.

RSVP is now a program of CSS after operating under the Metro Atlanta RSVP for the past year. We have **30** RSVP volunteers working in program concentrations of computer literacy, emergency & disaster preparedness, Medicare assistance, consumer fraud and much more. The *Senior to Senior* Advocacy Team continues to provide Medicare Part D, Medicare and Social Security assistance. RSVP volunteers provided over **2,000** hours of service to the community.

In January & February, **60** seniors from Cobb joined hundreds of others for *Be There 4 Seniors* rallies at the State Capitol, urging legislators not to cut funds for transportation and home delivered meals. This effort successfully reduced the projected percentage of cuts.

## Resource Development

Each year the Resource Campaign raises funds to augment County and State funds and grants to provide meals for seniors in need who cannot afford to pay. In 2009, through donations from the public, the Resource Campaign raised **\$15,818.93. (4,520 meals)**

The total amount of In Kind donations from individuals, businesses, churches and other organizations was **\$74,057.62**. These donations enabled CSS to provide more programs for seniors at lower cost.

In May, CSS launched *Senior Focus*, a monthly issue-oriented program on Cobb's TV23. 2009 topics included advocacy, housing, Alzheimer's and dementia, and kinship care among others.

*Information Fair 2009* was held in May for "Older Americans Month." More than **1,000** seniors, caregivers and adult children attended this free event. **90** vendors answered questions, hosted seminars, and provided information on topics from legal issues to recreation and finances.

*Senior Day* at the North Georgia State Fair provided a fun-filled day for seniors at no charge. Bingo is the highlight of the day with thousands of dollars worth of prizes. More than **1,200** seniors from the metro area attended.

**Cobb Senior Services**  
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(770) 528-5355  
[www.cobbseniors.org](http://www.cobbseniors.org)

## Financial Office

As a result of cost-efficient management, CSS recognized a savings of **\$15,852** in utility fees in 2009. The conservation efforts not only saved tax payers dollars, but saved an estimated 12,000 therms of gas.

The new CSS transportation "zone" system was successful in saving **\$6,000** on vehicle repairs and **3,440** gallons of gas.

Donations of office supplies reduced expenditures of those items by 33%. Other conservation efforts resulted in a saving of **7%** through paper recycling.

## Best Practices

Many businesses and organizations provide valuable support and services to Cobb's older adults. To recognize these efforts in 2009, CSS presented **3 Best Practices Awards** to: **Skin Care Specialists** (small business), **AT&T Pioneers** (not-for-profit), and **Home Instead Senior Care** (large business).

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# 2009 Annual Report Cobb Senior Services

It's not about AGE;  
It's about **ATTITUDE!**



*Cobb County...Expect the Best!*

## Partnerships

CSS partnered with many organizations in 2009 to provide innovative programs and to prepare for the increasing senior population. Some of the successful partnerships included:

**Alzheimer's Association & City of Marietta** for 2009 Northwest Metro Memory Walk raised **\$61,733**.

**Atlanta Regional Commission (ARC)** Division of Aging received a 3-year grant to enhance a Natural Occurring Retirement Community (NORC) in the South Cobb area.

**Cobb DOT** secured grant for implementation of *Cobb Freedom*, a transportation voucher program for disabled seniors.

**Cobb Parks, Recreation & Cultural Affairs** provides meeting space and child supervision for Grandparents Raising Grandchildren; created a Senior aqua aerobics class; renovated the house at Stana Farm for temporary use by the Austell Senior Center as a result of the September flood.

**State Farmer's Market/ARC/USDA**-farmers market program –gave vouchers to eligible clients to purchase fresh Georgia grown produce.

**North Metro Church**-purchased items to spruce up Marietta Center

**US Census**-partnering with CSS to ensure clients get counted

**Emory University**-Department of Neurology provided In-service training for Case Managers and Senior Day Center staff on Parkinson's.

**Kennesaw State University**- students in the SPHARKS program teach exercise classes at the four Neighborhood Centers.

**Mercer University's** Georgia Baptist College of Nursing- students completed clinical rotations at Senior Day Center over several months.

## Social Services

**Home Delivered Meals (Meals On Wheels)** Provision to eligible clients 60+ or other eligible participant at their place of residence, one meal that provides at least 33.3% of the Required Daily Allowance, basic nutrition, health and community information. **302 clients; 46,368 meals**

**Home Delivered Meals Voucher program** Clients on the waiting list for HDM service are provided vouchers to purchase meals from a list of private vendors. **33 clients; 2,543 meals**

**Homemaker Voucher Program** Clients on the waiting list for Homemaker are provided vouchers to purchase homemaker services from a list of private vendors. **17 clients; 509 meals**

**Personal Care & Homemaking** Provides personal assistance for eligible seniors 60+ with the inability to perform one or more of the following Activities of Daily Living: eating, dressing, bathing, toileting, transferring in/out of bed/chair or walking, preparing light meals and completing light housework. **63 clients; 3,592 hours of service**

**Information & Referral** A service for the seniors of Cobb County and general public that provides current information, opportunities and services available within their communities. Links individuals to opportunities and services available and ensures to the maximum extent practicable that individuals receive the services needed. **2,094 clients; 2,918 hours of service**

**Generations: Grandparents Raising Grandchildren** Provides supportive services to eligible Cobb County grandparents or other relatives, who are raising grandchildren and/or other minor relatives. Includes community group meetings, supervision and activities for the children, and other related provisions for the children. **267 duplicated persons served; 42 sessions or information mail-outs.**

## Social Services (cont.)

**Senior Santa** Provides social support to home-bound seniors who would otherwise spend the holidays alone. Includes party, dinner, personal gifts, safety items, transportation, shelf stable meals, and entertainment. Those unable to attend the party receive gifts and meals by home visitations. **150 clients served. \$8,352.10 in donations**

**Share The Care (Material Aide & Respite Voucher program)** Caregivers of persons with Alzheimer's disease and/or related disorders are provided vouchers to be spent on a variety of needed services such as respite, counseling, senior day care, prescriptions, transportation, installation of grab bars & alarms, purchase of incontinence supplies, home repair and yard work. All purchased services must in some way provide identifiable relief to the caregiver. **Respite: 47 clients; 9,972.25 hours of service; Material Aide: 75 clients; 534 repairs or other support**

**Cobb Freedom** Clients who are determined eligible for CCT Para transit service but live outside of the service area are provided vouchers to purchase the alternative mode of transportation which best meets their needs. **48 clients; 251 voucher books disbursed (\$25,100); 798 one-way trips**

**Transportation** Provides two programs for eligible seniors 60+: *Demand/Response* pre-scheduled trips to medical offices, etc, *Fixed Route* pre-scheduled trips to Neighborhood Centers and *Group Charter Trips*. **595 clients; 61,043 one-way trips**

**Case Management** Provided in circumstances where senior citizens 60+, their families and/or caregivers are experiencing diminished functioning capacities, or other characteristics which require a formal assessment and determination of need, appropriate services and on-going supervision and support. **1,469 clients; 3,718.75 hrs.**

## Social Services (cont.)

**Senior Day Center** The provision of respite, socialization, health care, medical monitoring, personal care, counseling, and recreational services for the frail senior aged 55+. Includes daily hot meal. **68 clients; 6,357 days of service.**

**4 Neighborhood Centers** Provision to eligible clients aged 60+ and other eligible participants, a daily meal, programs to promote health and wellness such as physical fitness and nutrition health information, group counseling sessions on problem resolution, and the promotion of socialization with such activities as sports, music, arts and crafts, games, trips, dances and special events. **347 clients; 22,377 meals.**

**Good N.E.W.S** Clients whose nutrition assessment score is 6+ receive Level I screening and one-on-one nutrition counseling from a registered dietician. **64 clients; 67 counseling sessions**

## Multipurpose Centers

Participation at the five Multipurpose Centers exceeded **308,000 (6% increase)**. The expanded offerings of health and wellness workshops and classes, many offered at no cost, attracted over **4,000** registrations. The workshop, "Critical Conditions", was recognized in October by an award from the Metropolitan Partnership on Aging. For over nine years CSS, in partnership with WellStar Health System, has provided advance directive workshops at each of the Multipurpose Centers. Over **500** seniors to date have benefited by receiving guidance about end-of-life decision-making, including life support, nutrition and resuscitation.

In December, the Multipurpose Centers began offering Wi-Fi connectivity. This new service is one of many being implemented to serve the evolving interests of Cobb's senior population.